Year

2012

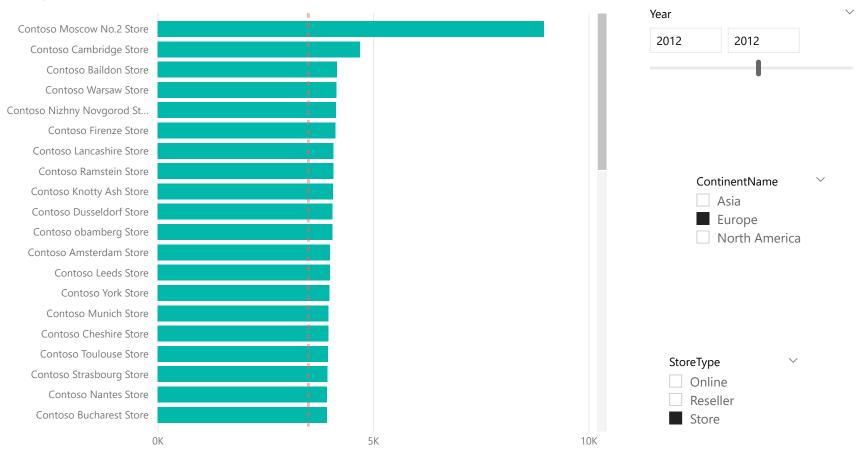| MonthOfYear	MonthName	Average Sales	SalesK$	CostK$	QuantityPCT	Average of MarginColumn	MarginAVGX %	MarginAVGX2 %
1	January	3 356	183 970	79 017	6,96	0,544	0,544	0,540
2	February	3 419	191 107	81 697	7,23	0,546	0,546	0,543
3	March	3 362	183 393	78 343	6,94	0,546	0,546	0,544
4	April	3 671	223 849	95 037	8,47	0,546	0,546	0,546
5	May	3 773	220 502	92 776	8,34	0,547	0,547	0,550
6	June	3 793	214 455	89 662	8,12	0,548	0,548	0,552
7	July	4 157	246 239	103 859	9,32	0,549	0,549	0,549
8	August	3 892	231 190	97 836	8,75	0,549	0,549	0,547
9	September	3 950	227 943	95 980	8,63	0,549	0,549	0,548
10	October	3 518	211 204	88 008	7,99	0,550	0,550	0,551
11	November	4 232	247 707	105 873	9,37	0,550	0,550	0,540
12	December	4 285	260 854	111 179	9,87	0,550	0,550	0,540
Total		**3 791**	**2 642 413**	**1 119 266**	**100,00**	**0,548**	**0,548**	**0,546**

QuantityPCT = SUM(Sales[SalesAmount])/CALCULATE(SUM(Sales[SalesAmount]),ALLEXCEPT('Calendar','Calendar'[Year]))*100
MarginColumn = ([UnitPrice]-Sales[UnitCost])/Sales[UnitPrice]
MarginAVGX % = AVERAGEX(Sales, (Sales[UnitPrice]-Sales[UnitCost])/Sales[UnitPrice])
MarginAVGX2 % = AVERAGEX(Sales, (Sales[SalesAmount]-Sales[TotalCost])/Sales[SalesAmount])

SalesK$ by StoreName

Store	SalesK$
Contoso Moscow No.2 Store	
Contoso Cambridge Store	
Contoso Baildon Store	
Contoso Warsaw Store	
Contoso Nizhny Novgorod St...	
Contoso Firenze Store	
Contoso Lancashire Store	
Contoso Ramstein Store	
Contoso Knotty Ash Store	
Contoso Dusseldorf Store	
Contoso obamberg Store	
Contoso Amsterdam Store	
Contoso Leeds Store	
Contoso York Store	
Contoso Munich Store	
Contoso Cheshire Store	
Contoso Toulouse Store	
Contoso Strasbourg Store	
Contoso Nantes Store	
Contoso Bucharest Store	

0K   5K   10K

Year

2012   2012

ContinentName

- ☐ Asia
- ☐ Europe
- ☐ North America

StoreType

- ☐ Online
- ☐ Reseller
- ☐ Store

Year

2012	2012

StoreType

■ Store

ProductName	SalesAmount
Cigarette Lighter Adapter for Contoso Phones E110 Red	18 478
Cigarette Lighter Adapter for Contoso Phones E110 Black	11 993
Contoso In-Line Coupler E180 White	2 007
Reusable Phone Screen Protector E120	1 527
Contoso In-Line Coupler E180 Silver	1 136
Total	**35 141**

ContinentName

■ Europe

BrandName	CostK$	TotalCostK$Brand
A. Datum	252 679	
Adventure Works	482 618	482 618
Contoso	638 810	
Fabrikam	760 137	760 137
Litware	149 805	
Northwind Traders	8 835	
Proseware	391 231	391 231
Southridge Video	217 155	
The Phone Company	294 184	
Wide World Importers	356 953	
Total	**3 552 407**	**1 633 986**

Year

2011	2012

Marża sprawdzenie wyników

Year MonthOfYear	2011				2012				Total			
	MarginSUMX %	MarginColumn	MarginAVGX %	Avg MarginColumn	MarginSUMX %	MarginColumn	MarginAVGX %	Avg MarginColumn	**MarginSUMX %**	**MarginColumn**	**MarginAVGX %**	**Avg MarginColumn**
1	40118,085	40 118,085	0,543	0,543	29821,381	29 821,381	0,544	0,544	**69939,466**	**69 939,466**	**0,543**	**0,543**
2	38149,355	38 149,355	0,543	0,543	30492,644	30 492,644	0,546	0,546	**68641,999**	**68 641,999**	**0,544**	**0,544**
3	39926,804	39 926,804	0,543	0,543	29781,646	29 781,646	0,546	0,546	**69708,451**	**69 708,451**	**0,544**	**0,544**
4	49536,470	49 536,470	0,542	0,542	33290,868	33 290,868	0,546	0,546	**82827,338**	**82 827,338**	**0,544**	**0,544**
5	51068,282	51 068,282	0,542	0,542	31942,528	31 942,528	0,547	0,547	**83010,810**	**83 010,810**	**0,544**	**0,544**
6	50106,810	50 106,810	0,541	0,541	30992,217	30 992,217	0,548	0,548	**81099,027**	**81 099,027**	**0,544**	**0,544**
7	41329,287	41 329,287	0,542	0,542	32490,706	32 490,706	0,549	0,549	**73819,994**	**73 819,994**	**0,545**	**0,545**
8	41308,311	41 308,311	0,543	0,543	32590,382	32 590,382	0,549	0,549	**73898,693**	**73 898,693**	**0,545**	**0,545**
9	40609,782	40 609,782	0,543	0,543	31693,605	31 693,605	0,549	0,549	**72303,388**	**72 303,388**	**0,546**	**0,546**
10	53087,620	53 087,620	0,544	0,544	33020,502	33 020,502	0,550	0,550	**86108,121**	**86 108,121**	**0,546**	**0,546**
11	42506,062	42 506,062	0,544	0,544	32176,495	32 176,495	0,550	0,550	**74682,557**	**74 682,557**	**0,546**	**0,546**
12	44640,751	44 640,751	0,544	0,544	33499,950	33 499,950	0,550	0,550	**78140,701**	**78 140,701**	**0,547**	**0,547**
Total	**532387,619**	**532 387,619**	**0,543**	**0,543**	**381792,926**	**381 792,926**	**0,548**	**0,548**	**914180,545**	**914 180,545**	**0,545**	**0,545**

Year

2012	2013

Marża sprawdzenie wyników

Year MonthOfYear	2012					2013					Total				
	Margin %3	Margin %4	Margin %5	Margin %2	AvgMarginColumn	Margin %3	Margin %4	Margin %5	Margin %2	AvgMarginColumn	**Margin %3**	**Margin %4**	**Margin %5**	**Margin %2**	**AvgMarginColumn**
1	0,565	0,574	0,565	0,577	0,544	0,559	0,622	0,559	0,581	0,549	**0,562**	**0,597**	**0,562**	**0,579**	**0,546**
2	0,573	0,582	0,573	0,578	0,546	0,559	0,623	0,559	0,580	0,549	**0,566**	**0,601**	**0,566**	**0,579**	**0,547**
3	0,573	0,582	0,573	0,578	0,546	0,564	0,628	0,564	0,581	0,550	**0,568**	**0,603**	**0,568**	**0,580**	**0,548**
4	0,573	0,582	0,573	0,578	0,546	0,589	0,655	0,589	0,585	0,551	**0,580**	**0,615**	**0,580**	**0,581**	**0,548**
5	0,577	0,587	0,577	0,579	0,547	0,603	0,672	0,603	0,587	0,552	**0,591**	**0,627**	**0,591**	**0,583**	**0,549**
6	0,582	0,591	0,582	0,581	0,548	0,608	0,677	0,608	0,587	0,552	**0,595**	**0,632**	**0,595**	**0,585**	**0,550**
7	0,580	0,590	0,580	0,581	0,549	0,587	0,654	0,587	0,588	0,553	**0,584**	**0,620**	**0,584**	**0,585**	**0,550**
8	0,578	0,587	0,578	0,581	0,549	0,589	0,656	0,589	0,588	0,552	**0,583**	**0,619**	**0,583**	**0,585**	**0,550**
9	0,590	0,600	0,590	0,583	0,549	0,589	0,656	0,589	0,588	0,552	**0,590**	**0,626**	**0,590**	**0,586**	**0,551**
10	0,596	0,606	0,596	0,584	0,550	0,597	0,664	0,597	0,587	0,552	**0,597**	**0,633**	**0,597**	**0,586**	**0,551**
11	0,591	0,601	0,591	0,585	0,550	0,592	0,659	0,592	0,588	0,552	**0,591**	**0,628**	**0,591**	**0,586**	**0,551**
12	0,591	0,601	0,591	0,585	0,550	0,588	0,655	0,588	0,588	0,553	**0,589**	**0,626**	**0,589**	**0,586**	**0,551**
Total	**0,581**	**0,591**	**0,581**	**0,581**	**0,548**	**0,586**	**0,652**	**0,586**	**0,586**	**0,551**	**0,583**	**0,619**	**0,583**	**0,583**	**0,549**

```
Margin %3 =
(AVERAGE('Sales'[UnitPrice]) - AVERAGE('Sales'[UnitCost]))/
CALCULATE(AVERAGE(Sales[UnitPrice]),ALLEXCEPT('Calendar', 'Calendar'[Year],'Calendar'[MonthName]))
Margin %4 =
(AVERAGE('Sales'[UnitPrice]) - AVERAGE('Sales'[UnitCost]))/
CALCULATE(AVERAGE(Sales[UnitPrice]),ALL(Sales))
Margin %5 =
(AVERAGE('Sales'[UnitPrice]) - AVERAGE('Sales'[UnitCost]))/
CALCULATE(AVERAGE(Sales[UnitPrice]),ALLEXCEPT('Calendar','Calendar'[Year]))
```
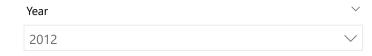
2011	2013

Marża sprawdzenie wyników

Year	2011			2012			2013			Total		
MonthName	Margin 6	Margin 7	Margin 8	Margin 6	Margin 7	Margin 8	Margin 6	Margin 7	Margin 8	**Margin 6**	**Margin 7**	**Margin 8**
April	272,90	297,18	267,23	302,12	297,18	299,62	330,85	297,18	333,18	**297,18**	**297,18**	**293,26**
August	272,90	297,18	285,94	302,12	297,18	300,40	330,85	297,18	331,15	**297,18**	**297,18**	**303,05**
December	272,90	297,18	285,62	302,12	297,18	305,40	330,85	297,18	330,94	**297,18**	**297,18**	**303,91**
February	272,90	297,18	258,98	302,12	297,18	299,56	330,85	297,18	318,87	**297,18**	**297,18**	**288,33**
January	272,90	297,18	244,29	302,12	297,18	296,03	330,85	297,18	318,51	**297,18**	**297,18**	**280,42**
July	272,90	297,18	279,18	302,12	297,18	301,77	330,85	297,18	330,28	**297,18**	**297,18**	**300,42**
June	272,90	297,18	269,64	302,12	297,18	302,17	330,85	297,18	342,50	**297,18**	**297,18**	**297,39**
March	272,90	297,18	260,30	302,12	297,18	299,39	330,85	297,18	320,82	**297,18**	**297,18**	**288,73**
May	272,90	297,18	270,14	302,12	297,18	301,08	330,85	297,18	339,94	**297,18**	**297,18**	**296,85**
November	272,90	297,18	285,41	302,12	297,18	305,33	330,85	297,18	333,25	**297,18**	**297,18**	**304,55**
October	272,90	297,18	281,10	302,12	297,18	308,17	330,85	297,18	336,42	**297,18**	**297,18**	**302,78**
September	272,90	297,18	283,73	302,12	297,18	305,73	330,85	297,18	331,29	**297,18**	**297,18**	**303,77**
Total	**272,90**	**297,18**	**272,90**	**302,12**	**297,18**	**302,12**	**330,85**	**297,18**	**330,85**	**297,18**	**297,18**	**297,18**

Margin 6 = CALCULATE(AVERAGE(Sales[UnitPrice]),ALLEXCEPT('Calendar','Calendar'[Year]))
Margin 7 = CALCULATE(AVERAGE(Sales[UnitPrice]),ALL(Sales))
Margin 8 = average(Sales[UnitPrice])

Year

2012 ▾

MonthOfYear	MonthName	Average Sales	SalesK$	CostK$	QuantityPCT	Margin %2	Margin %3	Margin %4	Average of MarginColumn
1	January	3 356	183 970	79 017	6,96	0,577	0,577	0,574	0,544
2	February	3 419	191 107	81 697	7,23	0,578	0,578	0,582	0,546
3	March	3 362	183 393	78 343	6,94	0,578	0,578	0,582	0,546
4	April	3 671	223 849	95 037	8,47	0,578	0,578	0,582	0,546
5	May	3 773	220 502	92 776	8,34	0,579	0,579	0,587	0,547
6	June	3 793	214 455	89 662	8,12	0,581	0,581	0,591	0,548
7	July	4 157	246 239	103 859	9,32	0,581	0,581	0,590	0,549
8	August	3 892	231 190	97 836	8,75	0,581	0,581	0,587	0,549
9	September	3 950	227 943	95 980	8,63	0,583	0,583	0,600	0,549
10	October	3 518	211 204	88 008	7,99	0,584	0,584	0,606	0,550
11	November	4 232	247 707	105 873	9,37	0,585	0,585	0,601	0,550
12	December	4 285	260 854	111 179	9,87	0,585	0,585	0,601	0,550
Total		**3 791**	**2 642 413**	**1 119 266**	**100,00**	**0,581**	**0,581**	**0,591**	**0,548**

UnitPrice >=0

Margin %2 = ((sum(Sales[UnitPrice])) - sum(Sales[UnitCost]))/SUM(Sales[UnitPrice])

Margin %3 =
(AVERAGE('Sales'[UnitPrice]) - AVERAGE('Sales'[UnitCost]))/
CALCULATE(AVERAGE(Sales[UnitPrice]),ALLEXCEPT('Calendar', 'Calendar'[Year],'Calendar'[MonthName]))

Margin %4 =
(AVERAGE('Sales'[UnitPrice]) - AVERAGE('Sales'[UnitCost]))/
CALCULATE(AVERAGE(Sales[UnitPrice]),ALL(Sales))

MarginColumn = ([UnitPrice]-Sales[UnitCost])/Sales[UnitPrice]